

**Subject:** Re: FW: Westchester Halloween Banners

**From:** Donald Duckworth <duckworth.donald@gmail.com>

**Date:** 09/13/2011 03:14 PM

**To:** Nate Kaplan <nate.kaplan@lacity.org>

**CC:** Miki Payne <miki@hbdrollinger.com>, kdial@hbdrollinger.com, jruhlen916 <JRuhlen916@aol.com>, Heather Lemmon <iselpdr@gmail.com>

Thanks Nate. We appreciate your thoughts and help. We have removed the Otis & HBD sponsor credits and the staff has approved the banner as falling under our blanket permit. Not what we wanted but we can get down the road for the present in time to meet the Fairs promotional needs.

Here's a budget savings idea for the future. Encourage the BIDs to take over the control of the light pole banner systems. Adopt the standards that the City wants to have met, then delegate. That will allow the employees that are currently doing that work to be re-deployed to more vital service tasks and undo unnecessary City regulations. Perhaps the same delegation could be accomplished with other areas, such as newspaper rack regulation enforcement, food truck enforcement, etc. Just an idea that really would seem to serve the resolution of City's budget problems and the community's service demands.

Just an idea. We need you though!! Keep doing what you do!! Thank you.

On Tue, Sep 13, 2011 at 11:58 AM, Nate Kaplan <[nate.kaplan@lacity.org](mailto:nate.kaplan@lacity.org)> wrote:  
I wish we could help out more here, but those are the rules. I could try to get Bill to introduce another banner motion with the Halloween art work, but it's not going to be a guarantee...time may also be a factor. In my experience working in council, I don't recall other BIDs or organizations having more than one banner approved, but could try.

-Nate

On Tue, Sep 13, 2011 at 8:37 AM, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

If the City Council Office sponsored the WTC BID's exclusive use of the BID area street poles at no cost, how can it be that the BID's Halloween Town Fair banners now need a "new permit" at \$25 each? Do our Holiday banners fall under this wrong-headed decision too? And how about any Spring banners the BID may want to install to boost local business? We have always expressed a desire for a seasonal banner program; this out of the blue staff restriction really hurts that goal. How can we fix this? We sure hope you and the Council Office can work your magic and assist us here. Frankly, if it can't be done in a day or so, our major event of the year will suffer from no public information and invitation.

Nate, I'm sorry to be bringing you another problem. Especially when we thought we had the banner issue totally covered for a year. (Please call Miki for me and pass the news to the Halloween Town Fair Committee; they are really going to be hurt.)

----- Forwarded message -----

From: **George Livermore** <[GeorgeL@dekra-lite.com](mailto:GeorgeL@dekra-lite.com)>  
Date: Tue, Sep 13, 2011 at 7:42 AM  
Subject: FW: Westchester Halloween Banners  
To: Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)>  
Cc: Martin Nguyen <[martinn@dekra-lite.com](mailto:martinn@dekra-lite.com)>

Don,

We will need a banner permit and the cost will be \$25.00 per banner, See note from City of LA below.

14 x 25.00 = \$350.00 just for the permit. How do you want me to proceed?

**Respectfully,**

**George Livermore**

[800-436-3627](tel:800-436-3627)

[dekra-lite.com](http://dekra-lite.com)

[dlimaging.net](http://dlimaging.net)

[Snowfallusa.com](http://Snowfallusa.com)

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**From:** Martin Nguyen  
**Sent:** Tuesday, September 13, 2011 7:39 AM

**To:** George Livermore  
**Subject:** FW: Westchester Halloween Banners

Chris request \$25 per banner for a new permit, because it is a sponsored banner.

Martin Hart Nguyen

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**From:** Chris Enriquez [mailto:[chris.enriquez@lacity.org](mailto:chris.enriquez@lacity.org)]  
**Sent:** Monday, September 12, 2011 3:00 PM  
**To:** Martin Nguyen  
**Subject:** Re: Westchester Halloween Banners

Hello

Yes, a new permit is required. The banners would be considered Sponsored and be charged at \$25 per banner.

The existing permit and associated Council Motion approved the original artwork only.

regards

chris

Chris Enriquez

City of LA - BSL/CSD - Banners

1149 S. Broadway, Suite 200, 90015

[chris.enriquez@lacity.org](mailto:chris.enriquez@lacity.org)

[\(213\) 847-1451](tel:(213)847-1451)

On Mon, Sep 12, 2011 at 2:47 PM, Martin Nguyen <[martinn@dekra-lite.com](mailto:martinn@dekra-lite.com)> wrote:

Chris,

Dekra-Lite currently has a permit for a banner install at Westchester Town Center Bid from 08/22/2011-06/05/2012. Do we need a new permit or may we use the existing permit we have on file for the banner install? If you may need additional information email me or call me at [\(800\) 436-3627](tel:800-436-3627).

Martin Hart Nguyen

**Assistant Operations Director**

Dekra-Lite Industries, Inc.

3102 W Alton Ave.

Santa Ana, CA 92704

[800-436-3627](tel:800-436-3627)

[dekra-lite.com](http://dekra-lite.com)

[dlimaging.net](http://dlimaging.net)



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